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MEDS-008

**M. A. IN EXTENSION AND
DEVELOPMENT STUDIES (MAEDS)**

Term-End Examination

December, 2022

**MEDS-008 : EXTENSION COMMUNICATION AND
DIFFUSION OF INNOVATIONS FOR
DEVELOPMENT**

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Answer any **five** questions.*

(ii) *All questions carry equal marks.*

1. What is meant by Communication Channel ?
Discuss different channels of communication.

5+15

2. Discuss the application of management concept
in planning, implementation, monitoring and
evaluation of communication in development.

5+5+5+5

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3. Explain the concept of diffusion and adoption of innovations with examples. 20
4. What is meant by innovation-decision process ? Explain different stages in adoption process with an example. 6+14
5. Name different attributes of Information and Communication Technology (ICT). Discuss the role of ICT in rural development with suitable examples. 6+14
6. What are the different dimensions of digital divide ? Explain the significance of bridging digital divide in rural development. 8+12
7. Define the terms opinion leader diffusion network and critical mass. Write the characteristics of opinion leaders. 12+8
8. Diagrammatically show adopter categories and write *four* characteristics of each category. 12+8